

# Tips for Building Strong Relationships with Your Industry Peers

By integrating a mix of some of these practices, you'll foster genuine relationships that are mutually beneficial and long-lasting.

## 20 ACTIONABLE WAYS YOU CAN BUILD STRONG RELATIONSHIPS WITH OTHERS IN YOUR INDUSTRY

## NOTES

### 1. Professional Networking

- Hit up that local conference or industry happy hour. You never know who you'll meet over coffee or cocktails.
- Engage on social media. A thoughtful comment goes further than just a "like."
- Team up on a fun project—anything from an event to a joint IG live.
- Host an event (big or small) to help you connect with peers in a meaningful way.

### 2. Communicate and Support

- Send a quick, personalized email or message to see how they're doing.
- Don't just scroll by their big wins—drop a "Congrats!" or a thoughtful comment. Little things like that stand out.
- Post a positive review or endorsement to show your appreciation.
- Pass along referrals when they're a better fit for a client or vendor partner.

### 3. Share Knowledge

- Found an article that could help a fellow entrepreneur? Send it their way with a quick, "This made me think of you!"
- Invite them to join a mastermind group. Learn and grow together.
- Offer to speak at their events. Share your expertise while helping their audience. Feature them in blogs, podcasts, and/or social media posts.

### 4. Give Back

- Send a handwritten note or send a small token of appreciation.
- Volunteer together for a cause you both care about. It's a great way to bond.
- Share the spotlight by mentioning them in a panel discussion or interview when appropriate.

### 5. Be Consistent and Remember to Follow Through

- Be consistent in your interactions. Don't only reach out when you need something.
- Show you're invested in their success. Offer help and/or advice when they face challenges.
- Keep your word—if you say you'll help, actually do it.

### 6. Long-Term Relationship Building

- Invite them for coffee (in-person or virtual) just to catch up. No agenda needed—just connection.
- Support their business. Purchase their products or services, and share your positive experience with others on-line and in real life.



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## ACTION STEPS FOR THE INTROVERTS

- **Start Small.** Connect one-on-one where it feels natural. Just one meaningful conversation can make a big difference.
- **Make the Most of Online Spaces.** Share your ideas on social media or through a blog. It's a great way to attract people who vibe with you.
- **Go in Prepared.** Do a little homework on who you'd like to meet and have a few friendly icebreakers ready.
- **Show You're Listening.** Be genuinely curious and ask thoughtful questions. People love feeling heard.
- **Take Time for Yourself.** Plan quiet moments before and after social events so you can recharge and show up fully.
- **Pick Your Happy Place.** Choose a setting where you feel relaxed, whether it's a cozy café or a virtual meetup.
- **Let Your Work Shine.** Share what you're passionate about—your work can be the best conversation starter.
- **Give Freely.** Offer helpful advice, a resource, or even a simple "I thought of you when I saw this!"
- **Keep in Touch.** Follow up with a kind message or note—it shows you care about staying connected.
- **Stay True to Yourself.** Build connections in ways that feel genuine to you. Your authenticity is your superpower.